

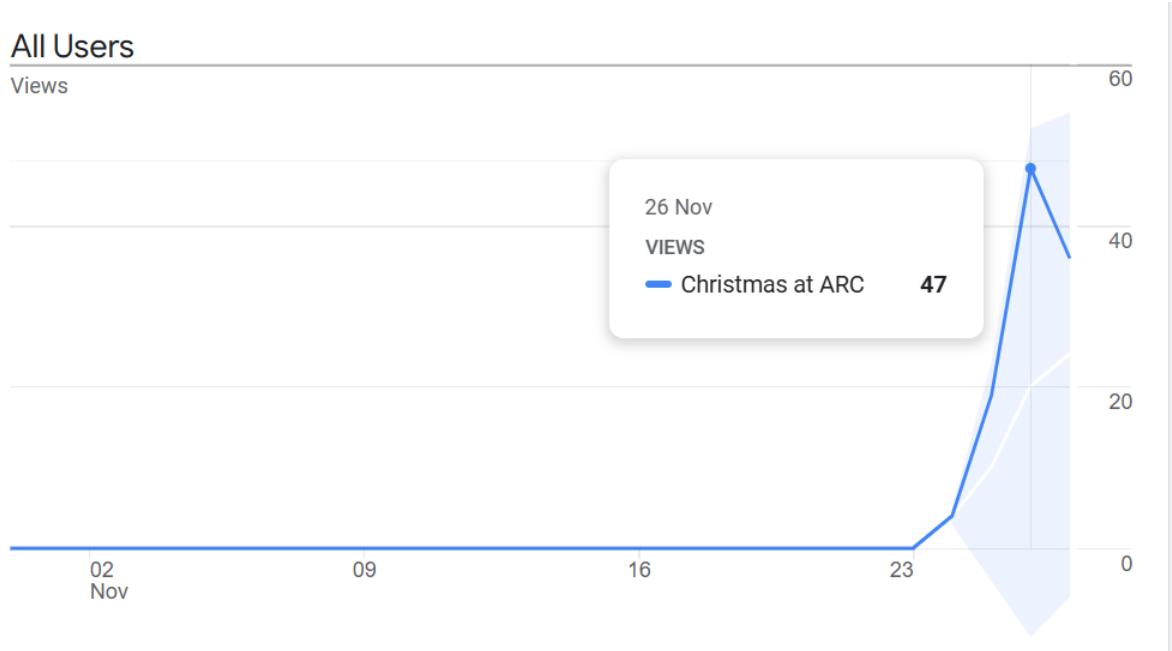
Christmas Appeal – Early Website Performance (24–48 Hours Post Launch)

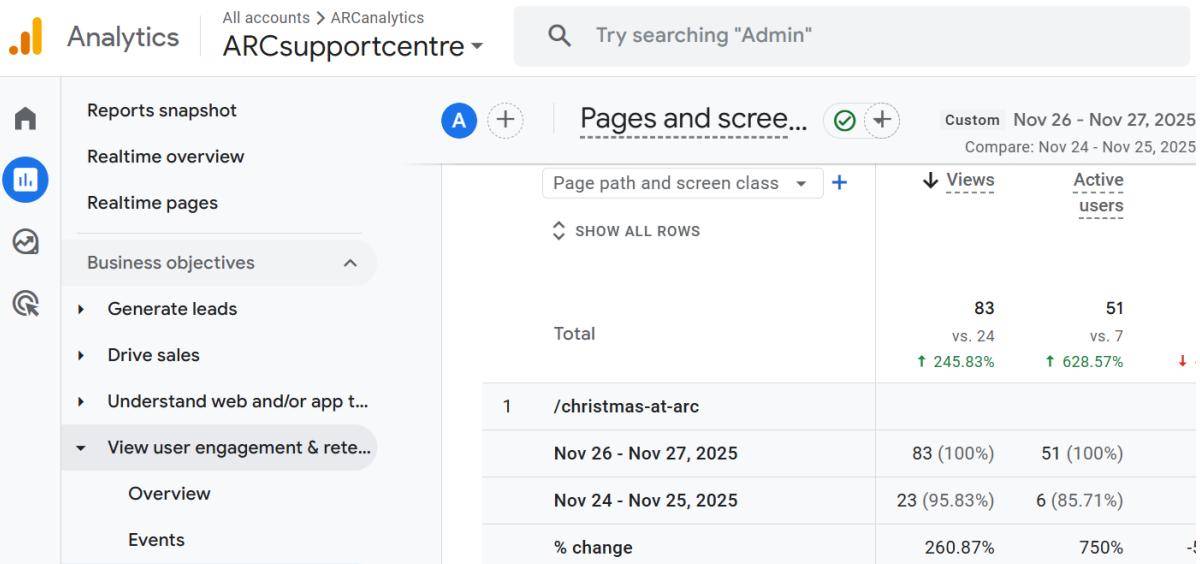
Campaign timeline:

- **EDM Launch:** 26 Nov 2025
- **Direct Mail begins landing:** 27 Nov 2025

As requested, here is a clear comparison of **pre-launch vs. first 24–48 hours post-launch** showing uplift in traffic & engagement.

1. Key Landing Page: /christmas-at-arc





24–48 Hours Post Launch (Nov 26–27)

- Page Views:** 83
- Active Users:** 51

Pre-Launch (Nov 24–25)

- Page Views:** 23
- Active Users:** 6

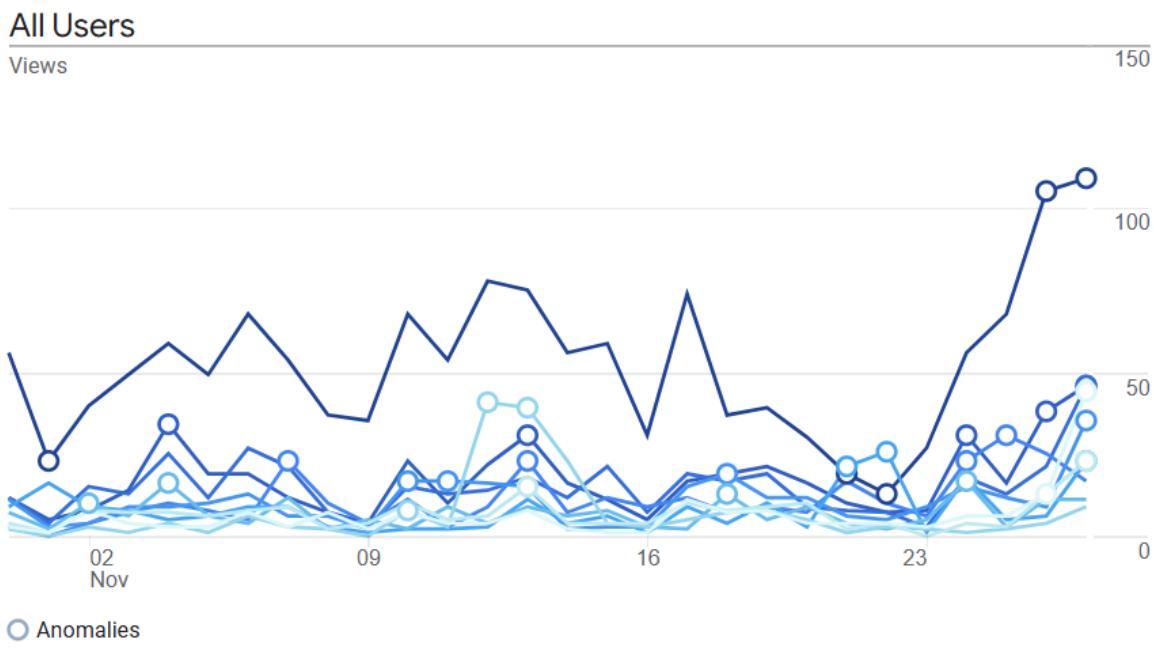
Uplift

- Page Views:** ↑ +260.87%
- Active Users:** ↑ +750%

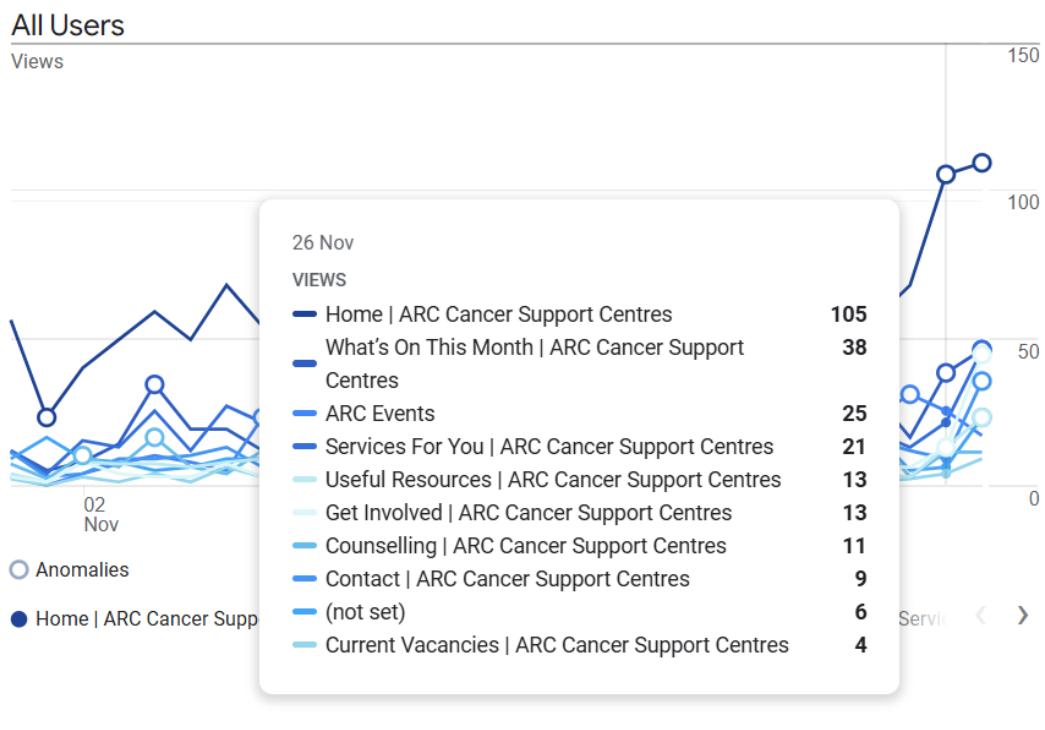
Interpretation:

Strong, immediate traffic surge directly tied to the launch of the EDM on 26 Nov. The Christmas Appeal page became the *top-performing page* during the period.

2. Traffic Overall



Sudden Spike in Views on 26th Nov



The screenshot shows a Google Analytics dashboard for the account 'All accounts > ARCanalytics ARCsupportcentre'. The report is titled 'Pages and screens' for the date range 'Nov 26 - Nov 27, 2025'. The table below provides a summary of website traffic:

	Views	Active users
Total	1,122 vs. 594 ↑ 88.89%	270 vs. 171 ↑ 57.89%
1 /		
Nov 26 - Nov 27, 2025	214 (19.07%)	146 (54.07%)
Nov 24 - Nov 25, 2025	124 (20.88%)	96 (56.14%)
% change	72.58%	52.08%

24–48 Hours Post Launch (Nov 26–27)

- **Total Views:** 214
- **Active Users:** 146

Pre-Launch (Nov 24–25)

- **Total Views:** 124
- **Active Users:** 96

Uplift

- **Total Views:** ↑ +72.58%
- **Active Users:** ↑ +52.08%

Interpretation:

The Christmas Appeal campaign drove **significant overall traffic uplift**, not only to the Christmas page but across the full website — signalling broader donor interest and engagement.

Campaign Impact Summary

The launch of the Christmas Appeal Digital (EDM) on **26 November** generated an immediate and measurable increase in website engagement.

Key landing page (/christmas-at-arc): Strong early performance

- The Christmas Appeal page became the **top-performing page** within 24–48 hours of launch.
- **Page views increased by 260.87%** (from 23 to 83).
- **Active users increased by 750%** (from 6 to 51).
This confirms that recipients of the EDM clicked through and engaged directly with the appeal content.

Overall website activity: Broad uplift across the site

- Overall site traffic also rose sharply in the first 24–48 hours.
- **Total views increased by 72.58%** (from 124 to 214).
- **Active users increased by 52.08%** (from 96 to 146).
This indicates that the campaign not only drove people to the Christmas Appeal page but also encouraged wider browsing and exploration of the ARC website.

Early performance indicates strong donor interest

- The timing of the spike corresponds directly with the **26 November EDM launch**, confirming its impact.
- With **Direct Mail beginning to land from 27 November**, further increases in traffic and engagement are expected in the days ahead.
- Early data suggests healthy awareness, high responsiveness, and strong initial engagement with the Appeal.